

3-3-2009

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### Recommended Citation

Sterndale, Amy, "Register For Stonyfield Farm Entrepreneurship Institute At UNH By April 1" (2009). *UNH Today*. 66.  
<https://scholars.unh.edu/news/66>

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## Register For Stonyfield Farm Entrepreneurship Institute At UNH By April 1

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March 3, 2009

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DURHAM, N.H. - Entrepreneurs can register for the Stonyfield Farm Entrepreneurship Institute, a "boot camp" for business start-ups, until April 1, 2009. The institute, presented by Londonderry-based Stonyfield Farm Yogurt and the University of New Hampshire, is April 16-17, 2009 at UNH's New England Center in Durham. This is the eleventh year of the institute, which was previously held at Southern New Hampshire University.

Presented in partnership with UNH's Carsey Institute and the Whittemore School of Business and Economics (WSBE), the annual conference brings together regional entrepreneurs with a panel of experts, including Gary Hirshberg, chief executive of Stonyfield Farm Yogurt, Jeffrey Hollender, president of Seventh Generation of Burlington, Vt., which manufactures a line of environmentally friendly household products, and Michael Swack of the Carsey Institute and WSBE.

Other panel participants will include:

- Howard Brodsky, chair and CEO, CCA Global
- Erik Drake, senior director of marketing, Stonyfield Farm
- Katie Paine, CEO, KDPaine & Partners LLC
- John Hamilton, Vested for Growth, New Hampshire Community Loan Fund
- Cathy Schmidt, president, Citizens Bank
- Carolyn Benthien, partner, Benthien Associates Inc.
- Andrew S. Whitman, managing partner, 2x Consumer Products Growth Partners

The institute offers a safe and interactive environment for entrepreneurs to learn about financing, marketing, managing change and many other areas that concern the growth of a business startup or even an enterprise looking to move to the next level.

One of the most popular portions of the event is the "Tales from the Trenches," taking place April 16, during which Hirshberg and Hollender share with institute attendees their business successes and horror stories and what they learned from both experiences.

The sessions on April 17 will focus on the presentation of case studies in finance, marketing and organizational development, including live business plan critiques of several brave, pre-selected institute participants.

The Stonyfield Entrepreneurship Institute was created by Hirshberg in 1998 based on his experience growing Stonyfield Farm Inc. from its start as a seven-cow operation in 1983 to its current \$321 million annual sales level.

Cost to attend the institute is \$200. Scholarships are available. Thursday dinner and breakfast and lunch on Friday are included.

Discounted hotel accommodations are available at the New England Center hotel by calling 800-592-4334 and mentioning the event.

Deadline for submitting case studies is Monday, March 30. Institute registration deadline is Wednesday, April 1. For more information, including a complete agenda, and registration, visit the Stonyfield Farm Entrepreneurship Institute at [carseyinstitute.unh.edu/Stonyfield](http://carseyinstitute.unh.edu/Stonyfield), or contact Susan Colucci at [susan.colucci@unh.edu](mailto:susan.colucci@unh.edu) or 603-862-2821.

SFEI Partners include American Express, Citizens Bank Foundation, First Colebrook Bank, and the New Hampshire Business Review.

The Carsey Institute conducts policy research on vulnerable children, youth, and families and on sustainable community development. The institute gives policy makers and practitioners the timely, independent resources they need to effect change in their communities.

The University of New Hampshire, founded in 1866, is a world-class public research university with the feel of a New England liberal arts college. A land, sea and space-grant university, UNH is the state's flagship public institution, enrolling 11,800 undergraduate and 2,400 graduate students.

